

**Nevada Chapter
American Planning Association Executive Committee Board Meeting
March 2, 2020**

Meeting Minutes

Attendees:

Nathan Goldberg, AICP, Chapter President
Lorenzo Mastino, Chapter Vice President
Ellie Reeder, Chapter Secretary
Marco Velotta, AICP, LEED Green Associate, Professional Development Officer
Lisa Corrado, Southern Section Director
Garrett Terberg, Southern Section Assistant Director
Jim Marshall, Southern Section Treasurer
Anna Marie Smith, Southern Section Secretary
Fred Steinnman, Northern Section Director
Amber Harmon, Northern Section Secretary

Absent:

Robert Summerfield, Immediate Past President
Jared Tasko, AICP, LEED Green Associate, Chapter Treasurer
Greg Toth, AICP, Newsletter Editor
Julie Hunter, Planning Official Development Officer
Michael Harper, Conference Coordinator
Nelson Stone, Southern Section Planning Official
Jeff Borchardt, Northern Section Assistant Director
Aric Jensen, Northern Section Treasurer
Peter Gower, Northern Section Planning Official

Meeting was called to order at 1:02pm.

A quorum was achieved.

- 1) Approval of the February 3, 2020 NVAPA Executive Committee Meeting Minutes: Fred motioned to approve the minutes. Approved unanimously.
- 2) Consent Agenda:
 - President's report: (no report submitted).

Nathan: Just today received an email that we have a new FAICP number. Cynthia Albright's application was accepted and she will be a member of the FAICP. No other new business.

- Chapter Newsletter (no report submitted).
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- Treasurer's report (no report submitted):
 - *We received the 1st quarter membership dues rebate from National in the amount of \$2,173.55.*
 - *Lorenzo booked some very reasonable flight and hotel accommodations for the Houston conference (\$746.85)*

- I updated the officers on the Nevada Secretary of State (\$50)
- We received a new Chapter only membership - \$40
- We have \$21,546.28 in our savings account and \$7,315.29 in our checking
- Also, an item to note (so we don't forget) – per the chapter profit sharing procedures, the Chapter receives (35%) of the proceeds from each state conference. The Northern Section is still working on the final numbers for the 2019 state conference, and when that's completed, 35% is due to the Chapter.
- Lastly, I stopped by a branch of Nevada State Bank on Friday, and I found out that Nathan and I (and Lorenzo if he wants to be added to the bank accounts) will need to schedule a time to go to a branch of Nevada State Bank together to sign new signature authorization forms. Then, Ellie will need to tell us the closest branch of Nevada State Bank to you, so they can send the forms to that branch in Reno and you can sign the same document. This has to happen within a couple of days. I thought we could do this separately, but the representative informed me that the account has to be suspended while we update the officers, so they can't suspend the account for more than a couple of days while it's updated.

Robert needs to get him the check book and couple other items.

- Secretary's report: (submitted by Ellie Reeder):
 - No new information to report.
- Professional Development Officer's report (no report submitted).
- Planning Official Development Officer report (submitted by Julie Hunter).
 - No new information to report.
- Northern Section Report (Events, Treasurer's Report) (submitted by Fred Steinmann).
 - Northern Section officers met on Friday, February 21st, 2020 to discuss priority areas and events that the Northern Section will pursue over the next year. The Northern Section is currently scheduling a monthly APA/AICP CM luncheon for Wednesday, March 11, 2020 and is also planning a Spring Mixer tentatively for Friday, April 24, 2020. The Northern Section is also planning a "Jane's Walk" for May 2020 that will include a screening of a film to be determined and held in the Theater at the Joe Crowley Student Union on the main campus of the University of Nevada, Reno. We are currently reaching out to other organizations, including the Nevada Historical Society, the Historic Reno Preservation Society, and various departments and colleges at the University of Nevada, Reno (and possibly at Truckee Meadows Community College and Western Nevada College) to develop this event. Representatives from the Northern Section are also working with various departments and colleges at the University of Nevada, Reno, Truckee Meadows Community College, and Western Nevada College to develop and deliver several Chapter-speaker colloquiums for University and College faculty and students.

Fred added that on February 28, Fred and Aric were added to the Northern Section US Bank account. Angela Fuss and Susan Pansky were removed at this time, as well.

- Southern Section Report (Events, Treasurer's Report) (no report submitted).

3) Committee Updates:

- Communications Committee (submitted by Garrett Terberg).

- The new Chapter Website is up and ready for use by the Chapter Membership!

Remaining items prior to the formal launch include:

1. Job Ad pricing and accounting
2. Who will maintain website content going forward
3. How often to update the content
4. Who will be the ongoing coordinator/webmaster for the site
5. When to phase out the existing website

- Once these issues are resolved, an email blast to the general membership could announce the "open for business" location of the new site.

Garrett: The website is ready to go. A few things I want to go over...(the five items listed above). Many other chapters charge for job ads. We need to talk about whether this is something we want to do? Amber suggested only charging non-members for ads. Anna seconded this suggestion. Garrett added that we can distinguish this and feels this would be a good approach. Nathan suggested charging for out-of-state ads/recruiters only.

Garrett raised the question of who should maintain the website content? He suggested the secretaries take on these roles. Amber added that she has no problem doing this. Lorenzo added that each section now has their own page that could be managed by each secretary. Anna agreed.

How often? As needed - agreed by group.

Ongoing coordinator? Do we want to have a position? Amber suggested this position should be a non-voting position. Anna suggested this role be added to an existing officer's official duties. Garrett asked the group if this is ok with everyone. Nathan said he is fine with that. Lisa added that the role has been more effective since being overseen by Lorenzo. She said this role would need to be added to the Bylaws...Same for secretaries roles for the website. Lorenzo added that he is happy to continue to help for now.

When to phase out existing website? Lorenzo recommended leaving the old site for now, until we are all absolutely sure nothing else needs to be added to the new site. Garrett added that we just need to remember.

We will send an email blast (via Ellie) when the site is ready to go. Jim asked if we have a way to find the analytics of our site (in-state, out-of-state users, etc.). Lorenzo says he is not aware of this yet, but Jim said it could be useful tool with regards to deciding when to shut down the old site, too.

4) Discussion & Possible Action

a) APA Nevada Chapter Social Media (submitted by Nathan Goldberg)

- Discussion on what accounts/platforms we need (I.E. Twitter, LinkedIn, Facebook, Instagram, etc)
- Who would manage these accounts
 1. Providing content
 - A. Current board position or new position
 2. Keeping updated
 - A. How often to post, what to post, etc.
 3. APA National guidelines or rules
- Coordination with content on our website

Nathan asked what platforms is APANV using right now? Appears to only be Facebook at this time. We would need to maintain consistency throughout. Maintain and gain new followers. Do

we want to do paid posts to spread APA messages? Nathan suggested we make this a prioritized item for our upcoming retreat. Group agreed. No action necessary today.

Other business:

- Nathan suggested April or early May for a Chapter retreat and starting an agenda. Will send an email this week to the group.

Meeting adjourned at 1:28pm.

Next meeting Monday, April 6, 2020 at 1:00pm.